

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

3927 Lennane Drive, Suite 100
Sacramento, CA 95834
(916) 419-2500



Contact: Jennifer Hill
(619) 525-4064

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License Revoked at Pure Platinum in San Diego
*ABC San Diego District Office Worked to Crackdown on Illegal Activity
involving Drugs and Lewd Conduct*

San Diego – On June 24, 2011, Investigators from the California Alcoholic Beverage Control (ABC) posted a Notice of Revocation at an ABC licensed premises operating under the name of Pure Platinum, located at 2431 Pacific Highway in San Diego.

The action was a result of ABC undercover investigators purchasing cocaine on six separate occasions from on duty entertainers/employees at Pure Platinum between October, 2008 and January, 2009.

Additionally, undercover investigators observed several administrative violations of lewd entertainment/conduct regulations as governed by the California Code of Regulations.

Back on January 29, 2009, ABC was assisted by officers from the University of California at San Diego Police Department, Harbor Police Department, San Diego Police Department and Chula Vista Police Department. The officers served a search warrant and made four felony arrests, including the service of a felony arrest warrant for one entertainer/employee of Pure Platinum.

Today's law enforcement action means the owners of Pure Platinum can no longer sell alcohol at the Pacific Highway location.

For more information contact District Administrator Jennifer Hill in the ABC San Diego District Office at (619) 525-4064.